



# ***SOCIAL INNOVATION IN RURAL AREAS. EXAMPLES***

***OVERALL AIM:***

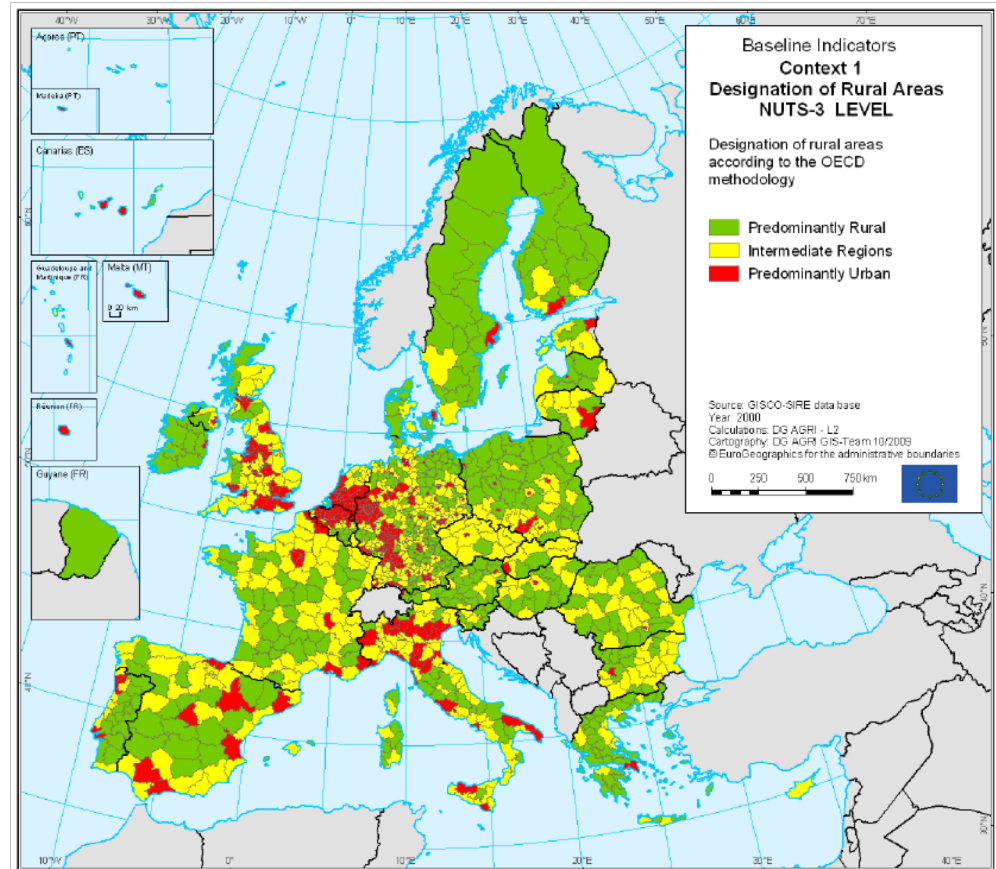
***Gaining knowledge of possible cases of social innovation practices  
applied in rural areas***



# **Erasmus+**

# RURAL AREAS: definition

- Rural areas can be considered
  - 'Predominantly rural' if the share of the population living in rural areas is higher than 50
  - 'Intermediate' if the share of the population living in rural areas is between 20 and 50



Source: "Rural Development in the European Union, Statistical and Economic Information - Report 2009" of DG Agriculture.

# RURAL AREAS: problems

Frequently rural areas are considered marginalised because:

- of their physical constraints (e.g. mountainous, arid)
- of their limited access to infrastructure (limited access to road transport networks and/or to the Internet)
- or they have marginalised populations (i.e. societal marginality) being:
  - people with (very) low incomes
  - high proportion of people at risk of poverty or social exclusion
  - high levels of infant mortality
  - high proportion of early leavers from education and training

# RURAL AREAS and social innovation

- Social innovation aims to increase human well-being.
- It responds to societal demands that markets or existing institutions do not traditionally address.
- Through social innovation, different actors including civil society, entrepreneurs and policy-makers create or reconfigure social arrangements or networks, with the goal of enhancing development outcomes with respect to the economy, society and the environment.
- Social innovation can introduce new solutions to challenges faced by rural areas, especially those considered as marginalised

# GOOD PRACTICES

## Apadrina un Olivo (Adopt an olive tree)

- Starting Year: 2014
- Location: Oliete, Teruel (Aragón), Spain
- Rural characteristics: Predominantly Rural Area; 94.3% mountainous and 32.8% aridity; ratio of all roads length to region area, 1; 18.6% of people at risk of poverty or social exclusion, 71% of people with access to the internet.
- Challenges addressed: Demographic challenges; Environmental sustainability; Improvement of services / infrastructures; Poverty and social exclusion; Employment
- Actors involved: Asociación para la recuperación de olivos yermos en Oliete, ATADI (Agrupación turolense de asociaciones de personas con discapacidad intelectual (Teruel's group of people with learning disabilities' associations); Oliete population; VIDRALA; BELLOTA; STHIL; TALLERES MOLINA – NEW HOLLAND; FUNDACION TELEFONICA; FUNDACION LA CAIXA; FUNDACION PUIG; and more.

# GOOD PRACTICES

## Apadrina un Olivo (Adopt an olive tree)

- **Description:** Crowdfunding initiative encouraging people to ‘adopt’ an olive tree through a website with the options for a ‘gift adoption’, ‘yearly adoption’ and ‘monthly adoption’.
- The stepparent christens the olive tree and receives photos periodically of it (through an app named [Mi Olivo.org](https://miolivo.org)), and also information about the weather conditions of the area, of the work being done on it, etc. And also two liters of extra virgin olive oil from the olive trees part of the project. Besides, field trips are organised to visit the adopted olive trees promoting rural tourism in the area. The true owners of the olive trees receive the 10% of the harvest from the 6th year that the olive tree enters the project. It also runs volunteer days for people to help restore the olive trees as well as working closely with the ATADI organisation to provide days for those with learning disabilities to help restore the trees.  
After build the first Sustainable, Social and Solidary Oil Mill, they also offer this product and other related on [miolivo.org](https://miolivo.org) to invest the benefits to increase their social impact.

# GOOD PRACTICES

## Apadrina un Olivo (Adopt an olive tree)

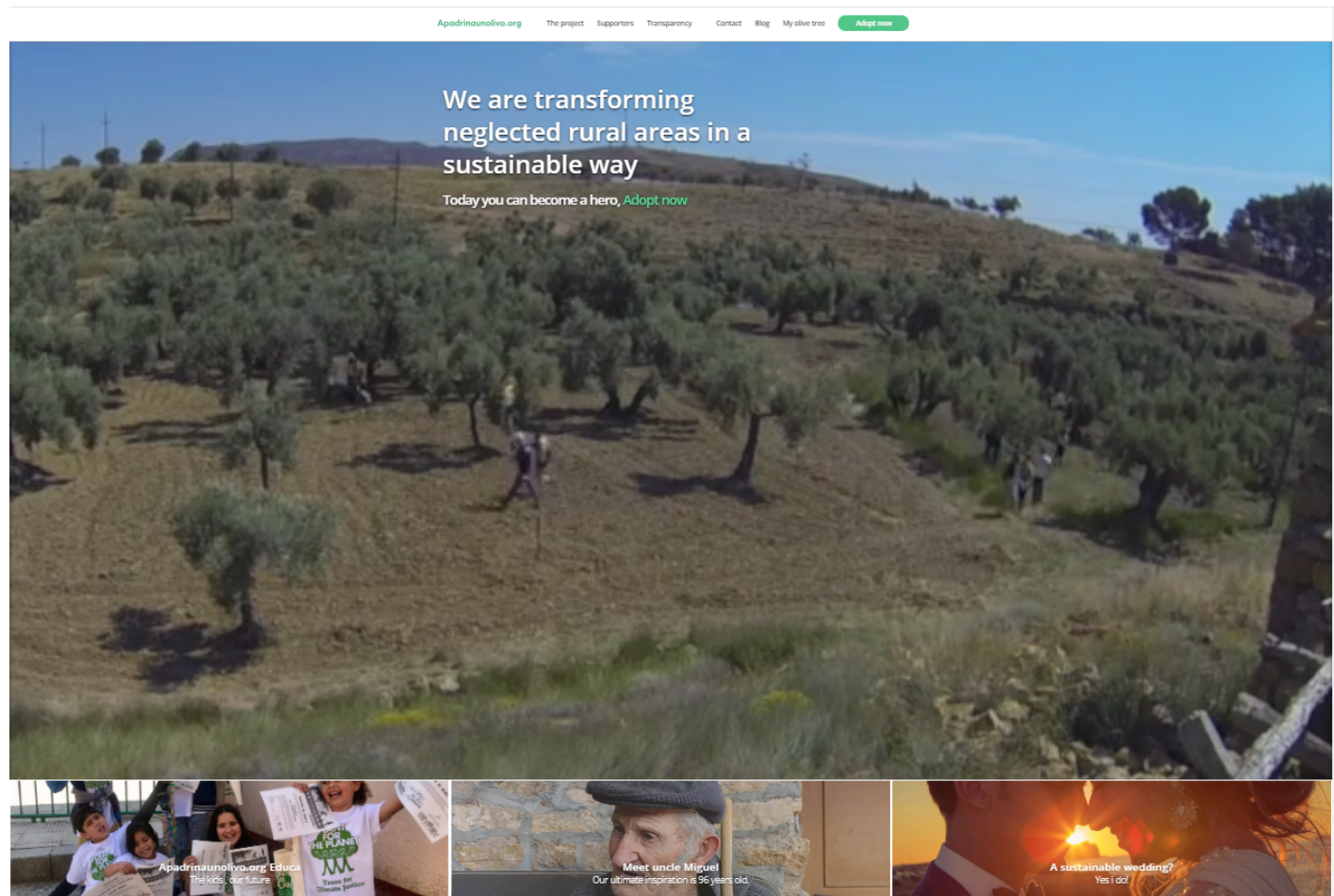
### Social change:

- Olive trees restoration: 2,000 adoptions. 100,000 centennial olive trees neglected for more than 30 years have been regained. These olive trees are centenarians, and some of them are around 2,000 years old and were planted by the Phoenicians, Iberians and Romans.
- Source of employment and economic development: Two permanent jobs created and six part-time jobs. It has helped to fix young population.
- Incorporation of the ATADI group (Agrupación Turolense de Asociaciones de personas con Discapacidad Intelectual) with the project. The ATADI group helps to improve the lives of those with learning disabilities and their families.
- It has promoted the opening of an oil mill where people outside the project can bring their own olives and get their oil, also securing the recovery of their own olive trees. This oil mill provides a local service.
- Reached over 1 million people concerning them about the abandon of the rural areas and its environmental consequences as one of the biggest problems in Spain.
- Volunteer Programs.
- Field trips promoting rural tourism in the area.

# GOOD PRACTICES

## Apadrina un Olivo (Adopt an olive tree)

<https://apadrinaunolivo.org/en>





# GOOD PRACTICES

## A box of sea

- Starting Year: 2016
- Location: Lesvos and Leros, Greece
- Rural characteristics: Predominantly Rural Area; 21.4% mountainous with islands with no bridge or tunnel link; ratio of all roads length to region area, 2.5; 29.1% of people at risk of poverty or social exclusion, 65% of people with access to the internet
- Challenges addressed:  
Environmental sustainability, Poverty and social exclusion
- Actors involved: Greenpeace Greek, Fishermen, Volunteers

# GOOD PRACTICES

## A box of sea

- **Description:** The project “A Box of Sea” brings together low impact fishermen and citizens who want to take action against overfishing. The aims of this coalition are to create a fairer market which protects the marine environment, rewards those who fish in more moderate ways, supports small fishing communities and provides better information to consumers regarding the seafood that ends up on their plates. Supporters receive fish caught daily by low impact fishermen to their doorstep. Those who receive the boxes help to test out different tools and logistic details in order to establish a distribution system that will be operated exclusively by the fishermen in the future.

# GOOD PRACTICES

## A box of sea

### Social change:

- The aims of this coalition are to create a fairer market which protects the marine environment, rewards those who fish in more moderate ways, supports small fishing communities and provides better information to consumers regarding the seafood that ends up on their plates.
- Since its launch, the project has received significant support from citizens who are really keen on directly participating in the creation of an alternative fish market.

# GOOD PRACTICES

## A box of sea

<https://www.greenpeace.org/archive-international/en/news/Blogs/makingwaves/low-impact-fishing-greece/blog/57413/>

Home > News > Blogs > Making Waves >  
A Box of Sea: Paving the way for a fairer fish and seafood market in Greece

### A Box of Sea: Paving the way for a fairer fish and seafood market in Greece

Blogpost by **Alkis Kafetzis** - 2 September, 2016 at 14:15 [Add comment](#)

*How a small group of fishermen and consumers are creating an alternative marketplace for locally caught fish.*




Antonis is a low impact fisherman from Lesvos. He has been fishing since he was a child. In the last few years, the times he has returned to port without any fish have been increasing at an alarming rate. "I feel like I lived with the ocean in its good times. There were enough fish. But now, year after year, there are less and less. We come back with an almost empty boat."

Low impact fishermen like Antonis are the heart and soul of the Greek seas. They spend all of their lives fishing in the same waters, so they are motivated to act as guardians of the sea. Their

#### News

##### Blogs

- > Making Waves
- > Nuclear Reaction
- > Bunny McDiarmid
- > Jennifer Morgan
- > Deep Green

A banner with the text "Welcome to Greenpeace!" and a photo of a woman holding a polar bear. Below the text, it says "Please note that this is an archive site, for more active content visit our new website" and "SEE OUR NEW SITE" with a button.

**Welcome to Greenpeace!**

Please note that this is an archive site, for more active content visit our [new website](#)

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#### Get involved

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# GOOD PRACTICES

## Baba Residence

- Starting Year: 2015
- Location: Manastir, Yugovo, Dryanovo and Dzhurkovo (2015) / Pavolche and Chelopek (2016) / Gotse Delchev region (2017), Bulgaria
- Rural characteristics: Intermediate Rural Area; 54.1% mountainous; ratio of all roads length to region area, 1.5; 37.4% of people at risk of poverty or social exclusion, 55% of people with access to the internet.
- Challenges addressed: Demographic challenges; Entrepreneurship; Education
- Actors involved: Ideas Factory (NGO), Association for anthropology, ethnology and folklore studies “Ongal”, Foundation Plovdiv 2019 (only in 2015), MOVE.BG

# GOOD PRACTICES

## Baba Residence

- **Description:** Baba Residence (grandmother residence) is an initiative bringing together urban youth and elderly people in depopulating villages in Bulgaria. It creates the soil for a truthful exchange of knowledge and care between youth and elderly through design thinking and ethnological approaches. Twenty unemployed young people go to live for 4 -6 weeks at a remote village living in elderly locals' households. There they will learn crafts and work together with locals for the creation of a new innovative idea for a product, service or event that will attract stronger interest to the village.

# GOOD PRACTICES

## Baba Residence

- **Description:** All participants undergo training for Human Centered Design, Social Entrepreneurship, systematic and design thinking and skills in ethnological field studies. After this, they stay in one of the villages to develop the original idea or a new one that they chose while exploring unknown territories in the Rhodope Mountains and learn local crafts. Along with developing their concept and skills in a local craft, the young people should be in support of the household where they live. After their residency, the young people with the most sustainable and innovative ideas become part of the Laboratory for Baba-Innovations, where with the help of mentors, they will be able to develop and accomplish their social innovation idea.

# GOOD PRACTICES

## Baba Residence

### Social change:

- Each participant in “Baba Residence” has an opportunity to achieve his specific idea, together with the people from the village where they live. This idea should have long-term effects in rural areas and the potential to attract interest in the respective village and / or to contribute to its economic and social development.
- Residences will enable participants to start learning some of the crafts practiced in the village. Interaction with old people gives invaluable knowledge of our history and traditions, which may soon be lost irrevocably. Participants also receive a different experience, as a “slower” village lifestyle that is impossible in large cities. The touch with traditions and nature enriches young people and encourages them to think about new ways to provide social empathy. At the same time, the elderly lonely people receive attention and feel useful and necessary.
- They also receive real help with their everyday work in the house from their young friends.



# GOOD PRACTICES

## Baba Residence

<https://ideasfactorybg.org/baba-residence/>



About Baba Residence • Residences 2015 • Contacts • EN BG Media



# GOOD PRACTICES

## Biohof Mogg (Community Supported Agriculture)

- Starting Year: 2013
- Location: Herzogenburg (St. Andrä an der Traisen), Lower Austria
- Rural characteristics: Predominantly Rural Area; 60.1% mountainous; ratio of all roads length to region area, 5.8; 19.2% of people at risk of poverty or social exclusion, 78% of people with access to the internet.
- Challenges addressed: Environmental sustainability; Poverty and social exclusion;
- Actors involved: Ideas Factory (NGO), Association for anthropology, ethnology and folklore studies “Ongal”, Foundation Plovdiv 2019 (only in 2015), MOVE.BG

# GOOD PRACTICES

## Biohof Mogg (Community Supported Agriculture)

- **Description:** The 'Biohof Mogg' is a Demeter family farm growing a wide range of both common and rare vegetable varieties. A farm shop and the production of seedlings (among others for the 'Arche Noah Association') are two more mainstays of the farm. The 'Biohof Mogg' also collaborates with a beekeeper: the bees pollinate the fields of the farm and CSA members are supplied with honey.

The CSA currently provides 200 harvest shares which are provided throughout the year (50 weeks). CSA members are households and food cooperatives (food-coops) in the rural area of Lower Austria and in Vienna. CSA members pay their share on the annual budget of the farm up-front for the entire year or in twelve monthly rates. In turn, members get their shares of the harvest in free weekly take-outs. The amount of the annual payments is set at the annual general meeting of the CSA.

# GOOD PRACTICES

## Biohof Mogg (Community Supported Agriculture)

- **Description:** For CSA members facing difficulties in meeting their annual payments, a reduction of their payments may be granted in exchange for actively working on the farm. In order to minimise transportation, the 'Biohof Mogg' defined that delivery points must hold at least ten harvest shares in order to be supplied. CSA members are invited to voluntarily help out on the farm during so-called periodical volunteer days, action and harvest days or to participate in farm events.

# GOOD PRACTICES

## Biohof Mogg (Community Supported Agriculture)

### Social change:

- Before the farm established the CSA, it had been selling their vegetables in a box scheme. Due to several reasons (such as a high administrative effort, pressure to constantly grow in sales volume along with an increasing share of off-farm produce in the vegetable boxes) the Biohof Mogg decided to restructure its direct marketing strategy.
- General benefits of CSA: lower marketing risks and costs (including less manpower needed) as well as enhanced financial stability for the producers, since CSA members share the growing risk with the farmer; in turn, CSA members are more actively involved, know the farm and farmer they buy their food from and are more aware of the production standards and quality of the food.
- General downside aspects of CSA: the producers are still at risk of losing their CSA members / shareholders due to unpredictable reasons (lack of commitment, personal reasons for shareholders to quit the CSA, etc.)

# GOOD PRACTICES

## Biohof Mogg (Community Supported Agriculture)

<http://www.biohof-mogg.at/>

biohof / mogg

Startseite Über uns CSA Jungpflanzen Verkauf Galerie

6 Personen gefällt das. Registriere dich, um sehen zu können, was deinen Freunden gefällt.

**Aktuelles**

Das nächste Frühjahr kommt bestimmt

Quick Links

- Jungpflanzen
- Was ist CSA
- CSA Mitglied werden
- Webshop

HerBiOS  
Vertikale Anbausysteme made in Austria

Besuchen sie unseren [Webshop](#) und lassen Sie sich



**Project "SURE - Sustainable Urban Rehabilitation in Europe"  
implemented in frames of Erasmus+ Programme  
Key Action 2: Strategic Partnership Projects  
Agreement n° 2016-1-PL01-KA203-026232**



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**This publication has been funded within support from the European Commission.**

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**Co-funded by the  
Erasmus+ Programme  
of the European Union**

